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U. S. Department of Agriculture

Coe, Converse & Edwards Co.

Nurserymen Since 1875



Hardy, Acclimated Nursery Stock

100 Acres Devoted to the Production of

Fruit Trees

Shade Trees

Raspberries

Vines

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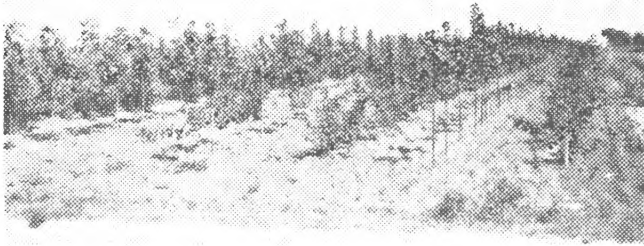
Roses

Ornamental Shrubs

Expert Landscape Service Also Available

Southern City Limits -:- Highway 12

Fort Atkinson, Wisconsin



Apples

Our apple trees are two and three old trees, carefully grown and graded for your satisfaction. You will find all of the good old varieties and most of the good new varieties included in our price list.

SUMMER APPLES

ANOKA. A late summer variety ripening in August. Outstanding characteristic of the variety is its ability to bear at early age.

BEACON. A new all red summer apple ripening a little after Duchess but keeping better. Fruit is good size, fine quality and flavor. Tree is hardy everywhere in the state.

DUCHESS, Red. Best of the summer cooking apples. Color, bright solid red; fruit, large and of good flavor. Tree is hardy all over the state.

LIVELAND. A medium to large summer apple almost as early as Yellow Transparent. Color is light yellow, overlaid with light red. Hardy most anywhere in state.

McINTOSH, Early. Resembles the parent, McIntosh, considerably but is much earlier in ripening, following Yellow Transparent by about 10 days. Color of fruit is rich red, flavor and quality excellent and the tree is hardy and vigorous.

MELBA. A summer variety of apple ripening at the same time as Yellow Transparent. Quality is much better, of good size and color is a bright crimson over pale waxy yellow.

RED ASTRACHAN. A summer apple of good quality. Fruit is large and red, juicy and somewhat acid.

YELLOW TRANSPARENT. A summer variety that grows anywhere and everywhere. Tree very subject to blight and no longer recommended for planting. Fruit medium size, pale yellow and good quality when first ripe, but does not keep very long.

FALL & EARLY WINTER APPLES

CORTLAND. A late fall apple of high quality. Color is bright red, making it suitable for both home and commercial planting. It is a McIntosh seedling with McIntosh mildness of flavor, a whiteness of flesh. Fruit hangs on tree better than McIntosh.

KENDELL. A McIntosh seedling ripening about the same season. Color is very dark red, flavor much like McIntosh and hangs on the tree better than McIntosh but not as well as Cortland. Planting should be limited to southern and eastern parts of state.

McINTOSH. A late fall or early winter variety, hardy all over the state. Fruit is of good size, red in color, flavor mild, quality excellent. This variety is one of the best commercial varieties in the state and is likewise as popular for home use.

MILTON. A fall variety ripening at Wealthy time. A very handsome red apple of high quality. The tree is hardy, vigorous and an annual bearer. Flesh is white, tender, crisp, juicy and of McIntosh flavor. This variety cannot be too highly recommended.

MINNESOTA No. 790. An unnamed variety from the Minnesota Fruit Breeding Farm that is proving itself very worthwhile. Fruit is late fall or early winter season. Fruit is very large, color is bright, solid red. It is a fine baking apple, but equally good for other dessert purposes. Tree vigorous and hardy throughout the state.

SNOW or FAMEUSE. Medium size, roundish, very handsome crimson. Flesh snowy white, tender, juicy, highly flavored and delicious. Tree vigorous, productive, and hardy.

WEALTHY. The best known fall apple. Fruit is large, and mostly red; flesh is white, juicy and of fine flavor. Tree is hardy and productive.

WINTER APPLES

DELICIOUS, Red. Tree is vigorous grower and fruit is large, showy, good quality, and good keeper. Tree usually sets a heavy crop of fruit.

DELICIOUS, Yellow, sometimes listed as **GOLDEN DELICIOUS.** Conical shape, golden yellow. Somewhat resembles Grimes Golden, but larger. An early, prolific bearer. Popular as a home orchard variety as well as a profitable commercial apple. Recommended as a cross pollinator.

FIRESIDE. A new introduction of Minnesota two years ago, this apple should be planted in every orchard. It is a fine flavored, all red, winter apple of the highest possible quality. It keeps well in storage. Tree is hardy everywhere in state.

FOREST WINTER. An introduction of this nursery some years ago and still one of the best winter apples for Wisconsin. Perfectly hardy throughout the state, an excellent keeper throughout the winter. Fruit of good size with excellent flavor and quality. Under color is greenish yellow nearly covered with red. Every orchard should have a planting of this variety.

GOLDEN RUSSET. Medium size, dull russet, with a tinge of red on sunny side; the greenish flesh is crisp and juicy. Tree a fair grower, with light colored, speckled shoots by which it is easily known. Bears well.

HARALSON. A new variety of not so many years ago, this fine keeping winter apple is fast becoming the principle winter apple of Northern Wisconsin. The tree comes into bearing early and produces large red apples more suitable for cooking than dessert. There is no better variety for winter storage.

JONATHAN. A late fall apple of high quality. Flesh is crisp and juicy, color of fruit is dark red. Hardy only in the southern part of the state.

MACOUN. An early winter apple ripening the same time as McIntosh and having the same flavor, texture and aroma as McIntosh. Color is very dark red, size fairly large and quality excellent. Recommended for southern part of state.

MINJON. A recent Minnesota Fruit Breeding Farm introduction. Resembles Jonathan in color and flavor, but tree is more hardy and vigorous. This variety especially desirable in northern half of Wisconsin.

NORTHWEST GREENING The old reliable winter keeper, excellent for baking and other cooking. Trees large and vigorous, hardy everywhere. Fruit large, color, greenish yellow, flesh coarse and of fair quality.

PRAIRIE SPY. A recent introduction of the Minnesota Fruit Breeders Farm and a coming variety for the Northwest. A winter apple of high quality for both dessert and cooking. Keeps well in storage. Fruit is large and mostly red in color. Trees are strong and hardy anywhere in the state. Trees bear at early age.

SALOME. A winter variety of long keeping qualities. Fruit is medium sized and red, flesh is firm and of fine flavor. A very desirable variety for both cooking and dessert purposes.

SECOR. A seedling of a cross between the Jonathan and Salome, originating in Iowa. The tree is a good grower, the fruit well colored, larger than the Jonathan, and a good keeper of fine quality. One of the best.

TOLMAN SWEET. An old but still popular winter variety. Fruit is medium size, pale yellow with slight red tint. Flesh is firm, rich and very sweet. Tree is hardy in southern part of state.

WINDSOR CHIEF. A winter variety of excellent quality that keeps well in storage. Fruit is medium size and nearly all red. Flesh pale yellow, fine grained and fine flavored. Tree bears early and heavily.

WINESAP. One of the oldest and most popular of all apples, which comes as near being adapted to all soils and climates as any apple we know of. Medium size, red skin, slightly streaked on yellow; flesh firm, crisp, sub-acid.

Crab Apples

DOLGO. A high quality pickling and jelly crab. Fruit medium size and bright red. Tree bears early and heavily. Hardy all over the state.

HYSLOP. Small dark red pickling crab and excellent for jelly, too. Tree large and vigorous and hardy in all parts of state.

SWEET RUSSET. An old time variety, still unsurpassed for pickling and cooking. Fruit large, green russet in color and very sweet flavored.

WHITNEY. The most popular and best known of the crabs. Fruit large, red striped, flesh firm and juicy. A superb canning, jelly and pickling crab. Tree is hardy, vigorous and heavy producer.

Pears

Pear trees and their plantings are not as successful as that of apples, but there are, nevertheless, many localities where pears will do quite well. The varieties listed are as reliable as can be suggested and with proper attention will prove satisfactory. Our pear trees are furnished in one size only.

BANTAM. A Minnesota introduction suitable for the northern part of the state as it is very hardy. Fruit small but of good quality. Tree practically immune to blight.

BARTLETT. The best known and leading summer variety of pear for southern Wisconsin. A large yellow pear of fine flavor and good quality.

CLAPPS FAVORITE. A summer variety of very good quality; very fine, sweet flavored. Fruit is large, lemon colored, spotted with brown spots.

DUCHESSE. Summer variety. Very large dull greenish yellow, streaked and spotted with russet. Excellent flavor, juicy, rich.

FLEMISH BEAUTY. Early, large, pale yellow with russet checking. High quality and very delicious. Tree is vigorous and hardy. Bears young and abundantly.

KIEFFER. A canning and market pear, fruit not fully ripe until mid-winter. An early and prolific bearer.

LINCOLN. Fine large late summer pear of clear yellow with small red blush. Fine flavored, good for canning or fresh. Tree is hardy.

MENDELL. A canning variety for the northern part of the state. Medium sized fruit; tree is vigorous and an early bearer.

PARKER. A Minnesota introduction. A dessert quality pear for northern and central areas. Fruit medium large of very good quality. Tree hardy and vigorous.

PATTEN. An Iowa introduction and hardy throughout the greater part of the state. A summer variety of good size and dessert quality.

SECKEL. A high quality but small sized pear. Fall ripening. Tree hardy and vigorous.

Plums

A few plum trees in every home orchard is to be recommended. It is now known that failure to bear is due to lack of proper pollenization. Certain varieties, however, are good pollenizers, and so it is necessary to include one or more of these varieties with the others. All plums listed below are highly desirable varieties and can be furnished in one size only.

EMBER. A new, very delicious late ripening plum. Large fruit, yellowish red in color. Flesh juicy, meaty and fine flavored.

HANSKA. A large dark red plum. Excellent quality and a heavy bearer.

KAHINTA. A heavy, regular bearer of large red plums of fine quality and size. Very hardy.

KAGA. A medium sized plum ripening midseason. Unusual flavor resembling that of an apricot makes it exceptionally interesting. This variety is also a good pollenizer for other varieties.

LOMBARD. A medium sized greenish blue, European variety, hardy only in the southern half of the state. Flesh is yellowish green, mild flavored and juicy. Fruit ripens in August.

MONITOR. A late summer variety, bearing very large red fruit of good quality. Trees are hardy and vigorous growers.

STANLEY PRUNE. The best of the blue prunes. Purple blue skin and sweet, fine golden flesh. Excellent variety for canning or dessert use. Hardy only in the southern part of the state.

SUPERIOR. Immense fruit, deep red color, firm meaty flesh of excellent flavor. Hardy anywhere, good grower. Also, has some value as a pollenizer.

SURPRIZE. The best pollenizer of the plums. Fruit red, medium sized and most prolific. Tree hardy and good grower.

UNDERWOOD. The finest quality red plum of all. Early ripening. Fruit large, juicy and sweet.

WANETA. Large dark purplish fruit of excellent quality. Hardy, vigorous tree that begins to bear at early age.

Cherries

Our cherry trees are stocky, well branched, one year old trees; transplanted with few losses and for that reason we offer this one grade and size only.

ENGLISH MORELLO. Tree small, round headed, with distinctly drooping branches. Fruit three-fourths of an inch in diameter, color dark red. Flavor tart, good quality; excellent for preserving and pies. Freestone. Ripens in July.

EARLY RICHMOND. The first of the sour cherries to ripen. Fast growing trees bearing quantities of fruit that are a little brighter red in color than the later varieties.

LATE MONTMORENCY. The late variety of cherry for this area. Dark red in color and best for canning and cooking.

Cherry Hybrids

COMPASS. A fast growing small tree bearing great quantities of bright red fruit suitable for jelly.

OPATA. Large to medium fruit, reddish purple in color with green flesh that is quite juicy and of high quality. Fruits suitable for preserving or jelly.

SAPA. Similar to the Opata Hybrid, but has red flesh, much more tart in flavor. Makes beautiful jam and jelly. Also, good for preserving.

NANKING CHERRY. Small trees, profusely loaded with small bright red berries. Good for canning, jelly or jam.

Grapes

Our grape vines offered are two year olds, number one plants. They are heavy rooted and ready to start making good growth.

BETA. Small black variety suitable for the northern section of the state where other varieties are not hardy. Not recommended for southern sections or where larger fruiting sorts can be satisfactorily grown.

CACO. This variety is, we think, the best red grape for this area. It is hardy through the southern half of the state. Grapes born in good size cluster, individual grapes are large and sweet and of excellent quality.

CONCORD. The best known black grape for southern part of state. Bunches are good sized, fruit is good quality and fine flavor.

FREDONIA. A new black variety. Larger than Concord in size; very fine in flavor and quality. Hardy in the southern half of the state.

MOORES EARLY. Very large black grape, fruit ripening a few weeks earlier than Concord. Quality medium but productiveness excellent.

NIAGRA. An old variety of white grape still popular. Fruits are rather small but quality is good.

PORTLAND. New white variety that bears large bunches of grapes with the individual grapes being very large, fine flavored and of excellent quality. Hardy throughout the southern half of the state.

WORDEN. A late bearing black grape, very large clusters, good quality.

Raspberries

LATHAM. The best of the red raspberries. Strong vigorous grower with very high quality fruit. Good for table use and canning.

CHIEF. The earliest of the red raspberries. A good berry of medium size. Plants are exceptionally hardy.

SUNRISE. A new berry from the U. S. Dept. of Agri. It is earlier than Latham, of fine quality and quite disease resistant. A fine berry to have in your garden.

CUMBERLAND. A fine quality black-cap. Strong, vigorous grower and heavy producer. Most commonly planted of all black raspberries.

Our Guarantee

Coe, Converse & Edwards Co. guarantees that all stock reach you in a healthy and thrifty condition. Plants failing to grow the first season after having been properly planted and cared for will be replaced at $\frac{1}{2}$ the purchase price, provided the Company be notified within 90 days.

LOGAN. This is a new variety of black-cap, but very similar to Cumberland. The fruit is possibly a bit larger and comes little earlier than Cumberland.

PLUM FARMER. An old black-cap variety and a fine one for the home garden.

SODUS. A new Purple-cap of unsurpassed vigor and hardiness. The fruit is large, medium purple in color and very fine in quality. It is an exceptionally heavy bearer and a persistent bearer, rarely failing to produce a crop.

COLUMBIA. A purple-cap of many years standing. Not as vigorous as Sodus, but nevertheless a producer of fine fruit.

TAYLOR. A high quality red raspberry later than Latham. Very large size, fine flavor. Not hardy in northern half of state.

MORRISON. A new black raspberry of much merit. A few days later than Cumberland. Heavy yielder of extra large high quality fruits.

INDIAN SUMMER. A so-called ever-bearing variety, as it bears in June along with other varieties and then again in the fall during October. Berries are large, medium red, too soft for commercial uses, but excellent for home gardens.

Strawberries

(For Spring Delivery Only)

JUNE BEARING

BLAKEMORE. A wonderful berry for home use. Plants are strong, thrifty and set heavy crops of berries. Fruit is good sized, bright red and good quality. Flower is perfect.

SENATOR DUNLAP. The standby in this area. Excellent for table, market, or canning. Fruit is medium in size, dark red in color and of excellent quality. Fruits about midseason. Flower is perfect.

PREMIER. One of the finest varieties for both commercial and home planting. Ripens early and bears over a long period. Berries are bright scarlet-red and flavor is excellent. Flower is perfect.

FAIRFAX. An early ripening berry, dark red and excellent flavor and quality. Fruit and season very much like Dorsett. Flower is perfect.

BEAVER. A berry for light and sandy soil. Ripens early and produces a large, deep red medium quality berry. Flower is perfect.

EVERBEARING

GEM. The best of the everbearing strawberries for this area. Fruit is large and of good quality and plants are quite productive and send out more runners than any other everbearing variety.

Blackberries

ELDORADO. The coreless blackberry. A large, jet black fruit that is sweet and juicy with berries that often get $1\frac{1}{2}$ inches long. Needs winter protection.

SNYDER. The old standby in blackberries. A fine fruit of good quality.

ALFRED. An early ripening variety, but bears for a long time. Fruit is very fine quality produced in great abundance. Mamouth berries, almost seedless and coreless.

Deberries

LUCRETIA DEWBERRY. A variety of the low bush blackberry, its branches trail on the ground. The fruit is exceptionally large and sweet, jet black and ripen before black raspberries are gone.

Currants

RED LAKE. Produces well filled clusters of large glossy red fruits. The quality is excellent and mildly acid. Bushes are vigorous and upright growing.

WHITE GRAPE. The best of the white varieties, productive and of fine quality.

Gooseberries

DOWNING. Produces good crops of large pale green berries of fine quality.

HOUGHTON. Pale red colored berries of good size and very good quality.

POORMAN. A recent introduction from the New York State Experiment station. Fruit is large, red and very attractive. Plants are vigorous and highly productive. Does best in heavy and fertile soils.

PIXWELL. A green gooseberry of fine quality. Bush is large and vigorous, annually bearing heavy crops of large red fruits. Hardy throughout the state.

Rhubarb

MCDONALD. A new RED RHUBARB that when cooked has a fine flavor and is reddish colored. The stalk is brightly colored, large sized and the quality is excellent.

VICTORIA. An old standard variety, a good grower and quite desirable where a green colored sauce is desired.

Asparagus

MARY WASHINGTON. A rust resistant, strong growing variety producing thick and tender stalks. Most commonly planted today.

PARADISE. A new and very desirable asparagus. Is ready to cut and use the second season. Rust resistant and strong grower. Stalks are thick and tender.

Ornamental Trees

ASH, White.

A fast growing tree suitable for planting in light soils though also adapted to heavier soils as well. Ultimate height 50 to 60 feet.

BIRCH, White.

The White Birch is best adapted to ornamental planting on lawn or border. The white bark is not present on young trees, but appears and remains as the tree reaches 3 or 4 years of age. Tree grows to 30 or 40 feet.

BIRCH, Cut-Leaf Weeping.

One of the most graceful and beautiful of pendulous trees. Tall and slender with graceful drooping branches, its white bark and interestingly deep cut leaves make it an outstanding ornamental tree.

CATALPA SPECIOSA.

Medium sized tree bearing masses of beautiful flowers the latter part of June. Leaves are very large, light green. Bean like pods remain on the tree during the winter. Not hardy too far north.

CATALPA BUNGEI.

An oddity and not suited for shade or any other useful purpose. It has an umbrella-like top on 5 or 6 foot stems. Not too hardy in Wisconsin.

CRAB, Bechtel's Double Flowering.

A medium sized tree covered with beautiful double pink, sweet scented flowers during the latter part of May. At a distance the blossoms look almost like roses. Tree is hardy and very desirable.

CRAB, Hopa.

A fast growing crab of great beauty when in bloom. Blossoms during late May and the tree is a mass of rose crimson red color. Flowers are followed by a profusion of small bright red fruit making the tree doubly attractive.

CRAB, Red Silver.

This tree is very much like the Hopa in color of bloom, but blossoms a week or ten days later. Foliage is bronzy green instead of the usual bright green of other apple or crab trees.

ELM, American.

This is our common Elm, too well known to need much description. A large growing tree, 50 to 60 feet with wide spreading branches, it must be given ample room in planting. Forty to forty-five feet is proper spacing. Trees prefer any good soil.

ELM, Chinese.

A rapidly growing tree that really has no place in our Wisconsin tree plantings. It grows fast but is not very long lived. Best suited on light and dry soil situations.

ELM, Moline.

An improved American Elm. This is a grafted tree and one that is a strong compact, upright grower. The leaves are larger and of a deeper green than those of the American Elm and do not drop as early in the fall. A very popular and satisfactory tree.

ELM, Vase.

Another American Elm type that is grafted. This variety has a broad top, tapering down in vase shape. Similar to Moline in growth habits, but not quite as strong a grower.

LINDEN.

One of the best large sized, rapid growing trees reaching 50 to 60 feet at maturity. Does best on soil with ample moisture. An attractive street or lawn tree.

MAPLE, Norway.

The most popular of the Maple family for lawn or street planting. Grows to about 40 feet, forms well rounded head, with very large deep green leaves. Leaves turn golden yellow in the fall. Almost entirely free of injurious insects.

MAPLE SCHWEIDLER.

This is probably the most showy of the real shade trees. Leaves come out a deep purple in the spring, slowly changing to a dark purplish green which is maintained throughout the summer. Trees form a round head like that of the Norway Maple, but remains somewhat smaller, reaching only 30 to 35 feet in height.

MAPLE, Soft.

The fastest growing Maple eventually reaching 50 to 60 feet in height. Grows a large irregular shaped head and is valuable when quick shade is wanted. Fall leaf color is most attractive.

MAPLE, Sugar or Hard.

This is the beautiful tree of the north, perfectly symmetrical in shape. Fine foliage which turns to the brilliant golds and reds of the fall. Slow growing but worth waiting for.

MOUNTAIN ASH, American.

An upright growing small tree reaching 25 to 35 feet in height. Attractive deep green foliage. Bears a profusion of orange red berries from mid-summer on through the fall.

MOUNTAIN ASH, European.

Similar to the American Mountain Ash, but of faster growth and more open habit. Berries are not born as profusely.

MULBERRY, Russian.

Largely planted for screens or windbreaks; also used to attract birds as the fruits are relished by nearly all birds and fowls. Grows to about 25 feet on any type of soil.

MULBERRY, Weeping.

A graceful, weeping umbrella shaped head on 6 to 8 foot stems. Bears similar fruit to that of the Russian Mulberry. Suitable for formal plantings or as an oddity.

POPLAR, Bolleana.

A compact upright tree of great attractiveness. Leaves are a three-lobed, light green on top, silver beneath. Grows to 35 or 40 feet.

POPLAR, Carolina.

Fastest of the fast growing trees. Best used for screens and windbreaks, not so desirable as a shade or ornamental tree. Reaches 40 to 50 feet in height.

POPLAR, Lombardy.

Well known narrow upright tree, rapid in growth, most suitable as a screen planting or for accent in the border.

WILLOW, Niobe Golden Weeping.

Large growing, with bright golden pendulous branches. Most suitable along streams or near larger bodies of water. Will outgrow the average backyard.

WILLOW, Wisconsin Weeping.

A very graceful, rapid growing tree with long drooping branches. Bark a full green, otherwise quite similar to the Niobe.



Evergreens

ARBOR VITAE, American.

A plant that will grow to 10 or more feet in height, suitable for planting in semi-shade or full sunlight. Can be sheared to any shape and kept any size. Suitable as individual specimens in foundation plantings or for hedges or screening.

ARBOR VITAE, Globe.

A dense, roundish shaped, dwarf growing plant. Suitable for foundation plantings where nothing will grow over 35 inches high is wanted. Adapted to partial shade or full sun.

ARBOR VITAE, Douglas Pyramidal.

A dense, narrow, upright evergreen of much beauty and hardiness. Foliage has an unusual rosetted appearance, making it unusually attractive. Used adjacent to doorways, steps and other locations about the foundation of a house where a broad growing type of tree would be out of place. Suitable for planting in semi-shade or full sunlight. Does not need to be sheared, but does benefit by shearing. Ultimate height 10 to 12 feet.

ARBOR VITAE, Pyramidal.

The most common of the upright Arbor Vitae. Very attractive, sturdy tree. Uses the same as for the Douglas Pyramidal.

ARBOR VITAE, Siberian.

An exceedingly hardy, compact plant growing to about 6 or 8 feet in height, wide at the base and narrowing to the top. Suitable in any well drained situation.

FIR, Douglas.

A rapid growing, symmetrical tree with attractive bluish green foliage. Makes beautiful specimen for lawn planting.

JUNIPER, Andorra.

A low, spreading grower reaching to 5 or 6 feet across. Color of foliage is grayish green during summer months changing to purplish tones over winter.

JUNIPER, Dundee.

A very desirable upright evergreen for foundation planting. Foliage is bluish gray during summer then changing to a reddish bronze for fall and winter. Does well in full sunlight and is hardy over a wide area.

JUNIPER, Glauca.

A silver blue foliated evergreen of much beauty. Upright habit of growth. Prefers full sunlight and is best used in foundation plantings.

JUNIPER, Meyerri.

An unusual appearing plant, being very irregular in shape and form. Plant is dwarfish in habit and is suitable for foundation plantings or garden borders where a plant 3 or 4 feet high is suitable. Not too hardy.

JUNIPER, Pfitzeriana.

The best and most widely planted low spreading evergreen. Grows to about 3 feet high and spreads to about 6 to 8 feet. Does well in shade and of course in full sunlight.

JUNIPER, Savin.

A deep green, low growing, spreading evergreen. More popular in northern half of the state than the southern half. Needs full sunlight and rich soil.



JUNIPER, *Tamariscifolia*.

A flat growing, 3 to 4 foot spreading evergreen with beautiful deep green foliage that retains its color the year round.

PINE, *Austrian*.

A strong, sturdy long needled evergreen. Ultimate height 40 to 50 feet. Best suited for windbreak planting or in large lawn areas.

PINE, *Mugho*.

A compact, low, globe shaped evergreen. Used mostly in foundation plantings. Annual shearing will keep it more tight and compact than it would otherwise. Requires full sunlight and good soil.

PINE, *Scotch*.

A rapid growing pine of good character. Best adapted to windbreak and screen planting.

SPRUCE, *Blacks Hills*.

A compact, symmetrical medium fast growing spruce. Foliage is a bluish green, needles are short. Tree is hardy anywhere.

SPRUCE, *Colorado Blue*.

This is the show tree of the evergreens. Foliage a silvery blue of great distinction. Used mostly as specimen in lawns and parks. Needs a well drained fertile soil and full sunlight.

SPRUCE, *Colorado Green*.

A compact large growing spruce of great symmetry and beauty. Needles long and sharp varying in color from light green to bluish tint. Suitable as a specimen in contrast with the Colorado Blue Spruce.

SPRUCE, *Norway*.

A fast growing spruce ultimately reaches 40 to 50 feet. Foliage a deep green; needles are short. Mostly planted for windbreaks and screens.

Shrubs

ALMOND, *Pink Flowering*.

A small shrub that is covered with small pink rose like blossoms in May. Very showy in the shrub border or foundation planting.

ALPINE CURRANT.

A dwarf compact growing shrub, dense dark green foliage. Leaves out early in spring and holds foliage till late in fall. Does well in shade.

ARALIA, *Pentaphylla*.

A slender upright growing plant, with prickly branches and shiny light green leaves. Grows to 8 feet, does equally well in shade or sunlight.

ARONIA, *Arbutifolia*.

An attractive shrub for borders because of its shiny foliage that colors beautifully in the fall. White blossoms late spring and has bright red berries in late fall and winter. Grows to 3 to 5 feet.

ARONIA, *Melanocarpa*.

Similar to the *Arbutifolia*, but has black berries instead of red. Grows somewhat taller.

ARROWWOOD.

One of the best shrubs for landscape planting. Grows to 7 or 8 feet. Branches straight and upright. White blossoms in late spring, followed by cluster of blue berries, greatly liked by birds. Plants tolerate some shade.

BARBERRY, *Japanese*.

One of the best known low shrubs for hedging and landscape planting. Grows to about 3 or 4 feet in any sort of location. Has yellow blossoms in spring and bright red berries in fall and winter. Foliage turns to brilliant crimson in fall. Branches have many sharp thorns.

BARBERRY, *Red Leaf*.

Similar in growth habits to the Japanese Barberry but has showy reddish purple leaves throughout the growing season.

BEAUTY BUSH.

One of the most beautiful small shrubs growing to about 5 or 6 feet and covered with a profusion of fragrant pink blossoms in late May and early June.

CHERRY-HANSEN, *Bush Cherry*. Fruit quite similar to the Compass Cherry. Trees really more of a bush than a tree. Fruits are more suitable for birds than human consumption, but they do make a very good jelly.

COTONEASTER, *Acutifolia*.

A most attractive shrub for foundation planting, border planting or hedging. Has glossy dark green leaves, an inconspicuous yellow flower and attractive brownish black berries in fall and over winter. Does best in full sunlight.

COTONEASTER, *Divaricata*.

Medium growing shrub which is one of the best red-fruited shrubs. Useful in masses and borders and also can be used as a specimen.

DEUTZIA, *Pride of Rochester*.

A shrub growing to 6 or 7 feet covered with large double white blossoms in June and July. Needs full sunlight. Not entirely hardy in Wisconsin.

DOGWOOD, *Elegantissima*.

A very showy shrub due to its variegated leaf. Margins of leaves white, balance of leaf is light green. Stems of plant during winter are bright red. Grows to 4 or 5 feet.

DOGWOOD, *Lutea*.

A yellow branched variety of dogwood. Shrub grows to 6 or 8 feet, has clusters of whitish green blossoms followed by blue berries.

DOGWOOD, *Paniculata*.

An upright growing shrub of much vigor and beauty. Grows well in any location. Has clusters of white blossoms in June, and a profusion of whitish blue berries in late summer. Leaves turn to beautiful deep red in fall.

DOGWOOD, *Siberica*.

A beautiful shrub for winter twig color. All branches are a bright red from the time of the dropping of the leaves until new ones come the next spring. Grows to 8 or 10 feet. Has white flowers and blue berries.

ELDER, *Common*.

A well known shrub along our roadside having large flat bunches of white blossoms in late June. Followed by reddish purple berries in the fall. Grows to 7 or 8 feet.

ELDER, *Cut-leaf*.

A shrub in growth habit similar to the Common Elder, but the leaves are deeply cut thereby giving it its name.

ELDER, *Golden*.

Similar to Common Elder but with bright golden yellow leaves. Must be planted in sun for best effects.

EUONYMUS, *Alatus*.

One of the best landscape shrubs. Grows to about 8 feet. Has unusual winged bark, small light green leaves and red fruit in fall. Leaves turn to brightest pink in fall.

EUONYMUS, *Alatus Compacta*.

Similar foliage and bark as the *alatus* but more compact and dwarf in growth. Grows to 4 or 5 feet.

FORSYTHIA, *Intermedia*.

The first shrub to blossom. Shiny yellow flowers are born on the long slender branches. Flower buds are not always hardy.

HIGH BUSH CRANBERRY.

A most satisfactory shrub for border planting. Foliage is dark green turning to bronzy red in fall. Blossoms are not showy, but the clusters of red berries that follow are most attractive and hang on all winter. Shrub grows to 6 or 8 feet. Tolerates some shade.

HONEYSUCKLE.

The honeysuckles, of which there are many varieties, are about the best known and the most adaptable plants that we grow. The foliage and the berries offer the various differences. All of them are well suited to border planting or for hedges. The following varieties are offered:

Bella Albida. White flowers, red berries, grows to 8 to 10 feet.

Morrowii. Pale yellow flower—orange berries—wide spreading.

Pink Tatarian. Pink flowers, red berries, 6 to 8 feet high.

Red Tatarian. Red flowers, red berries, 5 to 6 feet high.

HYDRANGEA, A. G.

A low growing, very showy summer flowering shrub. Does well in partial shade or sunlight. Produces large round heads of white blossoms during latter part of June and into July. Fine for foundation planting or the border. Grows to about 3 or 4 feet.

HYDRANGEA, P. G.

A plant growing to 5 or 6 feet, most suitable for border planting. Produces large cone shaped white blossom in August that slowly take on a pink shade and lasts that way well into the winter. Needs rich soil and heavy pruning back each spring.

LILAC, Common Purple and White.

This group is too well known to need much description. Plants grow to 8 or 10 feet, do not blossom until well established and sucker at the bottom.

LILAC, Japonica.

A large almost tree like shrub that bears yellowish white blossoms of great fragrance and beauty. Blooms later than all other lilacs. Grows to 15 or 18 feet.

LILAC, Rothomagensis.

A splendid variety of lilac, finer in leaf and stem than the common lilac growing to 8 or 9 feet. Blossoms are a beautiful reddish purple.

LILAC, Villosa.

A late flowering variety. Grows to 6 or 8 feet, does not sucker. Blossoms pale lilac that occur a week or 10 days after the common lilac.

LILAC, Named Hybrids.

Named varieties of lilacs are mostly French Hybrids and are produced by grafting or soft wood cuttings, thus assuring trueness to name and color. Plants bloom at early age; do not sucker to any extent. Following varieties available:

Alphonse Lavalle. Double blue flowers—very fine.

Bell de Nancy. Double flowers of dainty pink.

Chas. Joly. Very dark red double flowers. Strong grower.

Chas. X. Single reddish purple flowers. Very popular.

Congo. Large single, wine red blossom.

Hugo Koster. Deep lavender with pink shading. Very large florets.

Ludwig Spaeth. Large single flowers, deep crimson purple.

Michael Buchner. Pale lilac bloom—dwarf grower.

Mme. Lemoine. Double white blossoms. Very fine.

Mme. Casimer Perier. Double white, very large and fragrant.

Pres. Grevy. Double blue. Very large flowers.

MAPLE SIBERIAN.

A fast growing, very attractive foliated shrub. Leaves turn to brilliant red in fall. Grows in shade.

MOCK ORANGE, Boquet Blanc.

An attractive compact shrub suitable for foundation or border planting. Flowers are double white, and come in close-set branches. Plant grows to 5 or 6 feet.

MOCK ORANGE, Coronarius.

Known as the Sweet Mock Orange because of its fragrance. Grows to 6 or 8 feet. Best suited for border planting.

MOCK ORANGE, Grandiflora.

Largest and strongest grower of the Mock Oranges. Flowers not fragrant and bush tends to get coarse as it grows larger.

MOCK ORANGE, Lemoine.

An attractive small upright plant. White flowers born profusely along each stem.

MOCK ORANGE, Snow Flake.

A new introduction. Very beautiful double blossom. Medium sized plant of unusual merit.

MOCK ORANGE, VIRGINAL.

Medium sized plant which bears an abundance of large semi double fragrant white flowers. Very showy border plant.

NANNYBERRY.

A tall growing narrow shaped shrub of good character. White flowers in large flat heads come in May and are followed by large oval blue-black fruit in the autumn.

NINEBARK, Common.

A medium sized shrub suitable for border and foundation planting. Attractive foliage, white blossoms in June followed by pink seed pods that are most attractive to birds. Plant grows to 8 or 9 feet.

NINEBARK, Aurea.

Same as Ninebark but has yellow colored leaves.

PRIVET HEDGING. (See special list of Hedge plants.)

Landscape Service

Complete planting plans or consultation on your grounds is now available to home owners, park boards, or anyone else requiring expert landscape service. Write our office about your problems; we will be glad to be of service.

PRIVET REGEL.

A medium sized shrub suitable for foundation or border planting. Deep green foliage, vigorous growth. White flowers followed by black berries in great abundance make this a very useful and attractive shrub. Hardy only in the southern part of the state.

PRUNUS, Cistena.

The best and most showy of the purple leaf Plums. The plant is more shrub-like than Newport and does not grow as large. Very showy in the shrub border.

PRUNUS Triloba.

A large shrub or small tree 6 to 8 feet; branches are covered in early spring with small double pink flowers. Very fine for specimen planting or border grouping.

PRUNUS, Tomentosa.

A plant especially adapted to border planting. Fruits are bright red and large enough for preserving, but also relished by birds. A very showy, hardy plant.

QUINCE, Japanese.

A small sized shrub notable for its beautiful scarlet crimson flowers coming before the leaves appear. Flower buds are not entirely hardy.

SNOWBALL.

A well known old favorite, covered with large white ball shaped blossoms in late May or June. Must be sprayed to control aphids.

SNOWBERRY, Red.

An attractive small shrub suitable for both shady and sunny situations. Flowers are not showy, but bright red berries line the gracefully arching branches in the fall, making it most attractive.

SNOWBERRY, White.

Very similar in growth and leaf to the Red Snowberry but the berries are white and much larger and are grouped in large clusters, instead of being tight along the branches.

SPIREA, Anthony Waterer.

A low growing stiffly upright shrub well known for its large flat heads of bright crimson flowers. Blooms in June and July and again in the fall if the flower heads are cut back. Entire plant should be cut back to the ground each spring.

SPIREA, Arguta.

A most attractive early flowering shrub. White blossoms cover the graceful slender branches before the leaves appear. Has very attractive light green foliage. Grows to 4 or 5 feet.

SPIREA, Billardi.

A medium growing shrub, 4 to 6 feet, upright habit with rose colored blossom spikes in July. Suckers freely at the bottom.

SPIREA, Frobelli.

Very similar to spirea A. W., but a more vigorous and larger grower with lighter colored blossoms. Very hardy.

SPIREA, Korean.

A shrub much like the Van Houttei spirea, but flowers about 2 weeks later. Very desirable for border planting, also hedging. Covered with white flowers in late May.

SPIREA, Van Houttei.

Probably no other shrub as widely planted nor as widely known. Grows in almost any situation, good or bad. Suitable for border or foundation planting and also hedging. Covered with white flowers in late May.

SUMAC, Common.

A tall tree like shrub most attractive in the fall when the leaves turn to fiery red. Spreads badly and not suitable for planting in small areas.

SUMAC, Cut Leaf.

Medium sized shrub with fern like foliage which has the same brilliant fall color as the common sumac.

Mail Orders

Customers no longer reached by our salesmen or who are unable to come to the nursery should feel free to order direct from this price list. Shipment will be made at proper time or at any particular date you may wish to specify, and safe arrival is guaranteed. All mail orders are prepaid.

SUMAC, Fragrant.

A native shrub that has fragrant foliage; desirable in mass plantings and as facer shrubs for shrub borders. Colors up fine in fall.

SUMAC, Staghorn.

Similar to common sumac except that the new wood growth is covered with a mossy appearing bark resembling a stags' horn and thus the name.

TAMARIX, Kashgar.

A strong growing plant with slender upright branches covered with a foliage similar to some of the Junipers. In July the upper ends of each branch becomes long spikes of delicate pink flowers making a very pleasing effect.

WAYFARING TREE.

A large growing shrub (6 to 8 feet) with soft, heavy leaves, large clusters of dull white blossoms in May that are followed by bright red berries that gradually turn black as they ripen.

WEIGELA, Eva Rathke.

A shrub growing to 6 or 7 feet with bright dark red flowers in July and then on throughout the summer. Fine for border planting. Not so very hardy.

WEIGELA, Rosea.

Similar to Weigela Eva Rathke, but with delicate pink blossoms. This variety is more hardy than the other.

WITCH HAZEL.

A medium sized shrub (7 to 8 feet) that does well in a variety of situations. Best suited to border plantings. Most attractive feature are the yellow flowers that occur in the fall instead of spring.

Hedging

The following plants are especially adapted to the close clipping that a good hedge requires. A good hedge must be tight branched and solid and only those plants that are very twiggy in their habit of growth make such hedges. Plants should be set about 12 inches apart to insure compactness.

ALPINE CURRANT.

This is the most dense growing of all hedge plants. Takes clipping easily and is hardy anywhere in state.

BARBERRY.

This well known plant makes a tight hedge that can always be kept low. The fall color of the leaves makes it the most colorful of all hedges.

BUCKTHORN.

A hardy hedge plant for northern sections of the state. Needs heavy shearing to keep it compact and attractive.

HONEYSUCKLE.

The fastest growing of all hedge plants. Grows sturdily enough to develop hedges up to 5 and 6 feet high. Foliage comes early and stays until late fall.

PRIVET, Amoor River North.

The best known hedge plant of all. Branches stiff and straight make for a good solid hedge. Leaves come early in spring and remain until late fall. Plant not hardy in Northern half of the state.

SPIREA VAN HOUTTE.

This well known ornamental shrub also makes a fine medium to large hedge. Responds to shearing very well. Its extreme hardiness makes it suitable for any part of the state.

Roses

CLIMBING ROSES.

AMERICAN BEAUTY CLIMBER. We have handled this several seasons. It is very highly spoken of by reliable growers in the East, who say it combines the good qualities of the American Beauty Rose with the strong growth of the climber, and it is claimed to be hardy with winter protection.

CRIMSON RAMBLER. Produces, in marvelous abundance, large clusters of the brightest crimson, semi-double Roses, that remain perfect for some time. Is suitable for walls, fences, pillars and porches.

DR. W. VAN FLEET. One of the very best pink climbing Roses. The flowers are large, finely formed and borne on long stems. Is a strong, vigorous grower with attractive foliage.

DOROTHY PERKINS. A very good companion for the Crimson Rambler, as it is of the same habit of growth. Flowers borne in clusters, a beautiful shell-pink color, very fragrant. Where one wishes a "Pink Rambler" we advise using this variety.

EXCELSA. (Red Dorothy Perkins). We consider this the best of the red Ramblers and believe as it becomes better known it will take the place of old Crimson Rambler. It has all the good points of the old sort and a much better foliage.

PAUL'S SCARLET CLIMBER. Scarlet shaded crimson; large, semi double. The flowers last well without fading. Strong grower; very desirable.

PRIMROSE. Hardy climber, medium sized flower of canary yellow.

SEVEN SISTERS. Double, deep pink, borne in large clusters.

TAUSENDSCHOEN. Buds first opening are cherry-pink, varying during development of the flowers to almost white. Vigorous and almost thornless.

HYBRID PERPETUAL

AMERICAN BEAUTY. Deep pink shaded with carmine; large, globular, very fragrant. Half hardy.

FRAU KARL DRUSCHKI. The flowers are large, of perfect form, snow white. A free and perpetual bloomer. Claimed by many to be the best white Rose of its class yet introduced. Bush a vigorous grower.

GRUSS AN TEPLITZ. A very free bloomer, medium sized, dark red blossoms in clusters. One of the best.

J. B. CLARK. This splendid new Rose is a very strong grower with clean, heavy foliage. Flower large, deep scarlet overlaid with crimson.

PAUL NEYRON. The largest variety in cultivation. Deep rose color, very full and double, finely scented, has good foliage and is a free bloomer.

ULRICH BRUNNER. Bright cherry-red; a free and continuous bloomer.

HYBRID TEAS

BETTY UPRICHARD. Lasting blooms of salmon-pink stained with coppery-red; a profuse bloomer.

CALEDONIA. One of the best whites; long buds opening to large, double, lasting blooms.

DAME EDITH HELEN: Glowing pink; double.

EDITOR MCFARLAND: Shapely buds and double brilliant pink blooms, vigorous.

E. G. HILL. Great massive blooms of deep velvety-maroon. Vigorous, upright, profuse.

E. P. THOM. Rich lemon-yellow.

ETOILE DE HOLLANDE. Bright red; fragrant.

GENERAL MAC ARTHUR. Intensely fragrant, dark scarlet crimson.

GOLDEN DAWN. Rich sunflower-yellow.

JON J. L. MOCK. Two-toned carmine pink and sparkling, clear-pink.

JOANNA HILL. Beautifully shaped, long-lasting buds and double blooms of deep yellow with bronze shadings in center.

K. A. VICTORIA. Double, pure white.

MARGARET MCGREDY. Full blooms of orange-scarlet; profuse, vigorous, bushy.

MCGREDY'S IVORY. Large, well shaped, creamy white; fragrant.

MRS. AARON WARD. Primrose and yellow; dwarf.

PERLE D'OR. Well formed buds of nankeen yellow with orange center.

PINK RADIANCE. Free flowering, vigorous grower, brilliant rose-pink. Very fragrant.

RED RADIANCE. A vigorous, bright rose-red, form of Radiance.

SOUV. DE CLAUDIUS PERNET. Real yellow.

TALISMAN. Yellow stained coppery red.

POLYANTHA (BABY RAMBLER)

CATHERINE ZIEMET. Double, pure white, fragrant, borne in large clusters.

CHATILLON. Vigorous, bushy, vivid, light salmon-pink, semi-double flowers in enormous heads.

ELLEN POULSEN. Bright, brilliant rose-pink; very sweetly scented.

GOLDEN SALMON. Large clusters of bright salmon-orange; fine for mass planting, blooms continually.

GOLDEN SALMON SUPREME. An improvement on Golden Salmon.

GLORIA MUNDI. Large, fully double, lasting, orange-scarlet, borne in clusters. A very striking variety and a low grower.

IDEAL. A good grower and continuous bloomer; large dark scarlet clusters. Immense, compact bunches.

MISS EDITH CAVILL. A profuse bloomer; small, double, lasting blooms of scarlet crimson.

ORANGE TRIUMPH. Salmon-red with orange shadings, arranged in enormous clusters.

SUNSHINE. Small, full, golden orange, changing to soft pink.

RUGOSAS & HYBRID RUGOSAS

BELLE POINTEVINE. Bright pink in clusters, everblooming. Lustrous, healthy foliage. Hardy.

BLANC DE COUBERT. Very large, pure white, and borne in clusters, very fragrant. The bush is a sturdy grower, has the Rugosa foliage, and produces an abundance of bloom. Perfectly hardy.

F. J. GROOTENDORST. A new Hybrid Rugosa. True Rugosa foliage; blooms bright crimson, in clusters produced from early spring to frost; strong but compact, dwarfish grower. Particularly suitable for hedging and mass planting.

GROOTENDORST SUPREME. Sport of F. J. Grootendorst with deeper crimson-red longer-lasting flowers than its parent.

HANSA. Deep violet-red, double. Buds are borne in clusters and nearly all open at once. Has the true Rugosa foliage, and is one of the most valuable Roses we have. It is absolutely hardy.

PINK GROOTENDORST. Very similar to the F. J. Grootendorst, except the blossoms are pink.

RUGOSA RUBRA. Large single flowers of various shades of pink, magenta, and rosy crimson, blooms early.

SETIGERA. Bright pink flowers, big clusters, blooms late.

Climbing Vines

BITTERSWEET, American.

A climbing vine needing wires or lattice to twine about on. Good foliage and produces clusters of orange and red berries in the fall. Need more than one plant in order to produce berries. Very hardy.

CLEMATIS

JACKMANI.

The well known deep purple, large flowering Clematis. Needs good soil and afternoon shade. Hardy and most attractive.

HENRYII.

A plant of similar character as Jackmanni but with large white blooms. Blossoms in June.

MAD. ANDRE.

A large red flowering clematis. Very showy bloom and plant is hardy. Flowers in June.

PANICULATA.

A small flowered form of Clematis, long a favorite for trellises and arbors. Becomes a mass of fragrant small white flowers in early September. Very hardy.

HONEYSUCKLE

GOLDFLAME.

A recent introduction. A strong grower like all Honeysuckle vines. Blossoms are exceptionally beautiful, the inside of the flower being golden yellow and outside is the usual red.

HALL'S HONEYSUCKLE.

A strong almost evergreen foliated plant. Blossoms occur over a long period of time, July—to freeze up. Subject to some winter injury in Wisconsin.

Our Guarantee

Coe, Converse & Edwards Co. guarantees that all stock reach you in a healthy and thrifty condition. Plants failing to grow the first season after having been properly planted and cared for will be replaced at ½ the purchase price, provided the company be notified within 90 days.

SCARLET TRUMPET.

A strong rapid grower, free bloomer of bright red trumpet shaped flowers. Very hardy.

IVY, Boston.

Has bright, glossy green foliage, which in fall changes to bright shades of crimson and scarlet. Clings to brick, stone and stucco better than any other vine. Will kill back some in certain winters.

IVY, Engelmann.

A much hardier form than the Boston Ivy which also clings to any masonry surface. It also grows much more vigorously and rank which sometimes is an objection.

SILVER LACE VINE.

A very rapid growing vine that is covered in late summer and fall with a great mass of white fleecy bloom. Makes a good showing the first year. Very reliable and hardy.

TRUMPET FLOWER.

BIGNONIA RADICANS.

A very robust, rapid growing vine with large, scarlet, trumpet-shaped flowers in August.

WISTERIA Purple.

A rapid growing vine with long pendulous clusters of pale blue or lavender flowers in June and sometimes in the autumn.

Perennials

No home planting is complete without flowers of some sort. Perennials, because of their more permanent nature make for a more satisfactory garden planting than any other type. With proper choice, a perennial garden can bloom from early spring until late fall. To have a successful perennial border, one should choose a sunny spot, where the soil is rich and mellow and also well-drained.

ACHILLEA.

THE PEARL. A fine foliated plant producing an abundance of small double white bloom all through the summer. Grows to about 24 inches.

Roseum. An upright stiff stemmed plant with flat clusters of rosy pink flowers. Blooms in June and July

ASTER.

A fall flowering plant that should not be confused with the annual aster. Flowers are mostly single and come in various colors. Height ranges from 2 feet to 5 feet. Blooms from September to freeze-up.

BEECHWOOD CHALLENGER. Beautiful red; 2 feet.

BARR'S PINK. Very showy; 3 feet.

CLIMAX. Blue, yellow center; 3 feet.

MT. EVEREST. Pure white; 3 to 4 feet.

ASTILBE.

A half-woody perennial that produces a beautiful plume like blossom of bright pink.

BABY'S BREATH, Bristol Fairy.

A double Baby's Breath that is much more desirable than the older single variety. Florets are larger and double. Blossoming season longer.

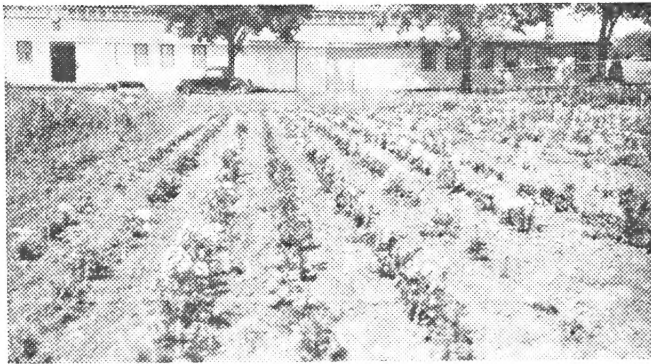
BACHELOR BUTTON.

A desirable perennial form of the annual variety. Large flowers.

BELFLOWER—CAMPANULA:

HAREBELL (Carpatica). Flowers are clear blue, upright bells, borne on short stems and in profusion. Foliage is good and plant is adapted to low borders and edging. 12 inches.

PEACHBELL (Persicifolia). An upright plant about 24 to 30 inches covered with small clear blue bell shaped flowers in late June. Very showy in the garden.



BLEEDING HEART, Common.

The old fashioned Bleeding Heart. Pink, heart shaped flowers in the early spring. About 30 inches.

BLEEDING HEART, Fern-Leaf or Fringed.

A low growing, fine leaved plant suitable for low borders or rockerys. Pink heart shaped flowers somewhat like the common Bleeding Heart.

CHRYSANTHEMUM—divisions.

New varieties and introductions have made this family of plants more desirable than ever. Varieties now begin to bloom in August and early September so that danger from frost is not longer a consideration. Very showy in the border, blossoms are also unsurpassed as cut flowers for in the house.

CUSHION MUMS. Bloom in early fall. Can be had in Pink, Red, Yellow and Bronze.

KOREAN HYBRIDS. Classed as the hardiest of all, but they are also unequalled in blooming qualities and habits. Can be had in Pink, Red and Yellow.

MINNESOTA HYBRIDS. The earliest flowering sorts of all the chrysanthemums. Blossoms are mostly single, but the colors are very striking and attractive. Following named varieties available:

CHIPPEWA. Tall early, purple.

GLACIER. Medium tall, early white, very fine.

POLAR ICE. Tall white.

PURPLE STAR. Large purple star shaped bloom. Unusual.

RED GOLD. Red and yellow blend—most attractive.

COLUMBINE.

Blooms late in spring with graceful, but unusual shaped flowers. Colors come in a wide range. Grows in semi shade.

MRS. SCOTT ELLIOTTS HYBRIDS. Very attractive colors.

CORALBELLS.

Attractive plant with numerous red bell shaped flowers born on tall stems during June and July.

COREOPSIS.

Large daisy like blossoms of pure yellow. 1½ to 2 feet high. Blooms June and for a long period after.

DAISY ELDER.

A white daisy with yellow center blooming about Memorial Day.

DAISY, King Edward.

A very large white bloom with yellow center. Begins to flower in July. Very attractive for cut flower as well as border.

DAY LILY—Funkias.

Large foliated plant attractive when not in bloom. Grows from 12 to 18 inches high.

COERULEA. Broad green leaves, blue flowers.

GRANDIFLORA. Very large broad leaves, large fragrant white flowers.

DELPHINIUM

A well known, tall hardy perennial. Flowers are found as tall spikes; colors are usually a wide range of blue shades, but there are white and pink forms also.

BELLADONNA.

Sky blue flowers, 3 or more feet high, blossoms from June on.

BELLAMOSA.

Dark blue flowers similar to above in other respects.

BLACKMORE and LANGDON HYBRIDS.

A very fine line of large flowering Delphinium. Colors range from light blue to almost purple. Many blossoms are semi-double and two-toned. Grows to 4 to 6 feet high.

PACIFIC COAST HYBRIDS.

A recent introduction of really mammoth flowering Delphinium with colors and two-toned effects unequalled by any other. Very large growing; 6 to 7 feet..

GAILARDIA.

One of the showiest and most effective border and cut-flower varieties. Blossoms are two toned, center is dark reddish brown and tips of petals are shaded range. Sometimes freezes out in winter.

HEMEROCALIS.

The very hardy old fashioned yellow Day-Lily. Many new varieties are now grown, but we supply only the early pale yellow Dr. Regal variety.

HOLLYHOCK.

Not really a true perennial, but it reestablishes itself so readily that most people consider it one. Can be had in double flowering sorts in the following colors: Red, pink, white and yellow.

IRIS.

One of the hardiest and most satisfactory perennials. Easy to grow and the wide range of colors make them most desirable.

AMBASSADEUR. A deep rich blend of smoky lavender.

AUTUMN KING. Good blue; blooms spring and fall.

BLUE JAY. Large deep blue flower—short stem.

BRUNO. Standard bronze; fall, reddish purple; very large.

CAPRICE. Deep rosy red; medium size.

CARDINAL. Very desirable lavender and purple. Fragrant.

CELESTE. Beautiful light blue; 36 inches.

CHALLENGER. Large, very dark purple. Very good.

CORONATION. Yellow, one of the best. Large.

CRIMSON. Mahogeny red. Unusual.

CRYSTAL BEAUTY. Large white. Very striking.

DAUNTLESS. Tall large flowered reddish purple. Outstanding.

ELEANOR ROOSEVELT. Good purple; late season.

GOLDEN LIGHT. Upright; deep yellow with red veining; falls yellow overlaid with heavy red veining. A beautiful gold and red blend.

GUDRUN. Very large, pure white.

HER MAJESTY. Standards, soft rose; falls red, deeply veined.

INDIAN CHIEF. Reddish purple. Very popular.

LABOR. A light shade of reddish purple. Large.

LENT. A. WILLIAMSON. Early flowering; Lavender and Violet.

LORD OF JUNE. Large, lavender blue.

MAD. CHEREAU. Standards and falls white, edged with dainty blue lading.

MIDWEST. A ruffled, dotted purple on cream. Very striking.

MONSIGNOR. Standards dark blue; falls velvety dark blue.

MORNING SPLENDOR. Large, tall, reddish purple. Very showy.

NENE. Immense flower; standards, lavender; falls velvety deep purple.

PARISENSIS. Early two tone purple.

PRAIRIE GOLD. Beautiful golden yellow. Fragrant.

RAMESES. Standards, smoky gold; falls reddish gold. Beautiful.

RHEINGAPERLE. Soft pink orchid. Very large and tall.

REINE NIXE. Standards, white; falls, violet edged with white.

SEMINOLE. Wine red. Early. Very good.

SHAH JEHAN. A bicolor of unusual beauty; blue and gold. Large.

VENUS DE MILO. Large, fine new white.

WALHALLA. Early blue.

WINNESHICK. Excellent dark blue.

IRIS, Dwarf.

DR. MANN. Blue, 8 inches.

GOLDEN QUEEN. Yellow; 8 inches.

SCHNEEKUPPE. White, 8 inches.

SNOW QUEEN. White; 8 inches.

IRIS, Siberian Blue.

Tall narrow leaves, showy blue flowers on long stems.

LILY OF THE VALLEY.

Small, fragrant, bell shaped white flowers. One of the early spring flowers. Grown in shade.

LILIES. No. 1 bulbs.

ELEGANS. Tall, stiff stems with large salmon red blossoms. Early.

MADONNA. The loveliest of the white lilies. Can be planted in fall only. Very fragrant.

REGALE. Tall stems with 4 or 5 large white blossoms. July.

TIGER. Short stems with orange red blossoms. Late July and August.

MALLOW (Hibiscus.)

Large woody perennial with crepe-paper like blossoms 5 or 6 inches across. Not too hardy. Colors, red, pink and white.

MONARDA.

Bright scarlet flowers in July. Spreads.

PAINTED DAISY.

Pink, red or white daisy like flowers, blooming in late May and early June. Fern like foliage that dies down after the flowering period.

PLATYCODEN (Balloon Flower.)

Upright growing plant to about 24 inches. Produces an abundance of blue cup like flowers that resembles balloons just before they open. Flower in July and August. There is also a white form.

PEONY

No planting on a home grounds is complete without some peonies, the favorite of all the flowers. They require a rich deep soil with plenty of sunlight. Fall planting is far more desirable, than spring planting. Plant peony roots with eyes just 2 inches below the surface.

BARONESS SCHROEDER.

Large, pure white, globular blooms. Fragrant, strong grower, very good.

CORNONNE D'OR.

Late flowering, creamy white.

DUCHESS DE NEMOURS.

Very good white.

EDULIS SUPERBA.

Bright clear pink. A very desirable early variety.

ESPERENCE.

A very fine pink of good size and quality.

EUGENE VERDIER.

Outside petals flesh-pink, shading to darker color in center. Large, very full, fragrant.

FESTIVA MAXIMA.

Early, large white with red flecks on some of the petals. An old variety, but still one of the best.

KARL ROSENFELD.

Clear, dark, velvety crimson. Large and globular. A midseason flowering sort.

L'ECLANTANTE.

Deep crimson. Very double and full.

LOUIS VAN HOUTTEE.

A late red of good color and quality.

MONS. JULES ELIE.

One of the largest of the globe type; flesh pink shading to a little darker at the base of the petals. Very fine.

OFFICINALIS RUBRA.

The old-fashioned early, double red Peony. The best of its season and color.

PHILOMELE.

So-called tricolor, as outside petals, inside petals and center form three distinct shades of creamy yellow to pink.

PRIMAVERE.

Comes nearest to a yellow of any peony. Large open center is sulphur yellow and petals are creamy white.

Landscape Service

Complete planting plans or consultation on your grounds is now available to home owners, park boards, or anyone else requiring expert landscape service. Write our office about your problems; we will be glad to be of service.

RICHARD CARVEL.

One of the best dark reds. A very fine cut flower and has considerable fragrance.

WALTER FAXTON.

A very attractive medium sized bloom of coral-pink. Very fine cut flower.

UNNAMED, Red, Pink or White.

POPPY, Oriental.

This is one of the showiest of all perennials. For best results transplant in August or September only.

PHLOX, Creeping.

A flat, growing plant that blooms in great profusion early in the spring. Can be had in the following colors: Red, Lavender, Pink, White.

PHLOX, Garden.

These plants in their many different colors are really the backbone of the summer garden. Phlox grow in any good garden soil and will tolerate a small amount of shade.

Annie Laurie. Pink.

Beacon. Cherry Red.

B. Compte. Dark Red.

Bridesmaid. White, pink eye.

Brilliant. Fiery Red.

Morganrood. Lavender.

Pantheon. Pink.

Rheinlander. Pink.

Rosenburg. Purple.

Champes Elysee. Purple.

Enchantress. Pink.

Joan O' Arc. White.

Lillian. Beautiful pink.

Starlight. Purple, white eye.

Thor. Large pink.

Von Hockburg. Dark red.

Von Lassburg. Tall White.

Widar, Dwarf. Purple.

R. P. Struther. Bright Red. white eye.

PINKS.

Low growing border plants with very fine, grass-like foliage. Blossoms are extremely fragrant and showy.

SCABIOSA.

Handsome border plant with unusual lavender flower. Grows about 18 inches high. Blooms in late June and July.

SEDUM.

Plants that will thrive in the poorest and driest of soils. We can furnish the following varieties:

Acre. Yellow.

Album. White.

Spectabile. Pink.

Spectabile Brilliant. Red.

STATICE.

Has heavy, leathery leaves. Blossoms are much like Baby's Breath except that they are light purple.

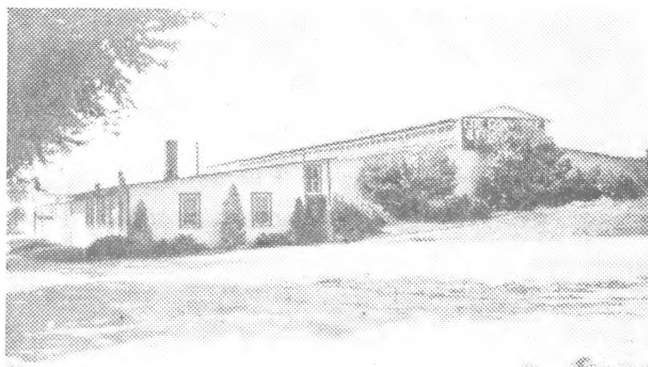
VERONICA.

A border plant of about 18 inches. Produces long spikes of bright blue flowers in July and August.

YUCCA.

A tropical looking plant with long narrow green leaves. Flower is most unusual, creamy white and very outstanding.

Our Company



As this book goes to press we are celebrating our Seventy-third Anniversary. Seventy-three years of tireless effort and service to thousands of customers throughout the Middle West, whose generous patronage has made this nursery an outstanding success.

In 1875 Goe and Converse established a small fruit farm, growing berries for market and selling what plants they could, as a side line.

In 1886 J. M. Edwards and his two sons, Frank C. and Arthur J., also started in growing fruit and selling plants.

The three firms continued in business separately until 1902 when they incorporated as the Goe, Converse & Edwards Co. Beginning with a small patch of berries, we have increased our acreage until we are now using 100 acres, growing and handling a complete line of Fruit, Shade and Ornament Trees, Evergreens, Shrubs, Small Fruits, etc., in fact, everything found in a first class nursery. We are supplying thousands of customers each year with the material to make their home grounds beautiful and fruitful.

All of the original operators of this firm are now gone, but the same thoughts of service and quality merchandise for our customers is still the aim of the men now operating the nursery.

H. W. Riggert, now president of the company, has been associated with the nursery for over twenty years. Harold C. Poyer, Secretary-Treasurer, has been with the firm since his release from the Armed Services and is a graduate Landscape Architect.

We are happy to place in your hands our most recent catalog. We have tried to put in this book the main varieties we consider practical and valuable for the home owners in this latitude, west of the Great Lakes. On its pages is offered honest merchandise and accurately described.

We solicit your continued good will and patronage, and it is our hope that we may number among our friends and customers, many of those who are now in need of the service we have to offer.

We now offer you a complete Landscape Service. In this service we will draw you a complete landscape plan which can be used over a period of years if necessary. We make a charge for the plan, but give you a 10% discount on the plant material purchased from us up until the price charged for the plan is credited to you.

It's Not A Home Until Its Planted